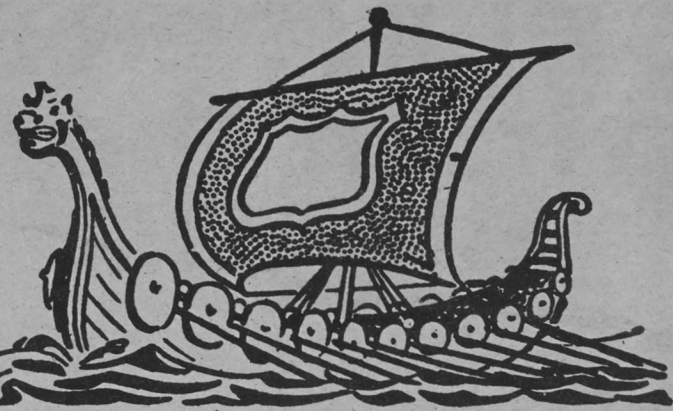
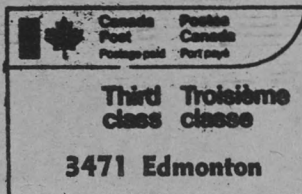


**Scandinavian
Centre
News**

The Scandinavian Centre News



PUBLISHED BY THE SCANDINAVIAN CENTRE COOPERATIVE ASSOCIATION

Vol. XIV No. 1

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January 1974

Happy New Year

THE PREMIER'S MESSAGE

It is possible that 1974, more than any other year in Alberta's history, will be a year of critical decisions for our province.

The most important questions facing us will relate to our ability to ensure that the natural resources, with which we have been endowed, are used effectively to provide for a sound and balanced Alberta economy. This challenge will involve standing strong in our resolve to obtain a fair return from our depleting resources of oil and gas.

One fact which we must confront is that we cannot continue to take for granted the prosperity we enjoy—when, in large part, it has resulted from a depleting resource. I sense that Albertans are starting to lose the complacence

The New Year is the beginning of all the bright mornings to come over a succession of 365 days.

It is the time for turning over a new leaf, of getting a fresh start, a determination to do better.

This is the time our resolutions are put to the test.

Some of the past year may be jewel bright with a touch of nostalgia. What has gone before may make the future better if we have gained knowledge along the way.

The New Year lies ahead full of promise. As the days, weeks and months of the New Year roll on, let us strive to reach our objectives and be thankful every day of our lives that we have been given one more day to increase our happiness and expand our knowledge.

cy that we may have felt at one time, and we are fortunate because we do have the time to initiate new approaches. Some of the decisions will be tough ones, and in the development of new economic bases, we cannot lose sight of the mistakes that other areas have made in their handling of urban growth and environmental considerations.

I want to emphasize my firm belief that we are a province with an exciting future and great opportunity—and that the proper management of our assets will have long term results, beneficial to all of Canada. I ask every Albertan to remember that these are your resources—and it is your future. Your ideas will be valued—and we want to have your thoughts about the ways in which we can handle these crucial policies.

Please accept my expression of best wishes to all Albertans for a good year. My colleagues and I look forward to working with you in 1974.

Peter Lougheed □

Gott Nytar
Godt Nytaar
Fars Aelt Nyar
Godt Nytaar
Onnellista Uutta
Vuotta

SPLINTERS from the BOARD

By Anne Sahuri

NEW YEAR

The year 1973 has gone into history and the new year of 1974 has just arrived with all kinds of untold fortunes waiting to happen.

ANNUAL MEETING

The annual Shareholders meeting of the Scandinavian Centre Co-op Association will be held on Feb. 19 at the Scandinavian Centre at 8 p.m. with registration from 7:30 to 8 p.m.

DIRECTORS' WISHES

The Board of Directors wishes to express the very best of Happy New Year to all. □

HONOR AWARD TO ICELANDER

Jakob Henrickson Nominated



ICELANDIC SOCIETY SUBMITS NAME FOR AWARD By Les Greenham

The Icelandic Society of Edmonton and the Saga Singers Choir wish to enter the race to honor a man whom we feel is deserving of the highest recognition.

We are submitting the name of Jakob Gunnar Henrickson to receive the Scandinavian Centre News Honor Award.

A letter has been received from L. M. "Les" Greenham (your Icelandic Newsletter correspondent) requesting that Mr. Henrickson be awarded this honor.

The Icelandic Society of Edmonton nominated Jakob Gunnar Henrickson (whom we shall refer to as Jake since he was affectionally known by all his friends as Jake) as the Icelanders deserving of recognition due to his humanitarian interest in his fellow man. Jake never had the opportunity to acquire an extensive education. However he was born with a heart as big as your house and a desire to serve his fellow man in any capacity available. He was recognized by all that knew him for his untiring efforts at keeping the Icelandic Society alive, also his dedication to community efforts and last, but not least, his exceptional devotion to his church. To exemplify his devotion to his church we

(Continued on Page 10)

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THE EDITOR SAITH

By Leslie L. Morris
ANOTHER NEW YEAR

Another year has come and gone. I hope 1974 will be better than 1973, but somehow, with the world situation as it looks, I think we need to hope and pray that it will.

It seems every year has its good and bad times, and that there is always some world situation tugging at our lives to make us feel uneasy about our future.

As I read and hear about the energy shortage, food prices and its depletion and all the other world crises, I think we can, at least, be thankful that we live in Canada, and especially Alberta. Here we have the potential to produce the oil and gas so precious to our lives; we have the potential to grow food in abundance; and we also produce a great amount of the world's beef.

Yes, we can be thankful that the world crises may not affect us as quickly, as severely, nor as long, but let us not be lackadaisical about the seriousness of it all. It is serious, and it has been predicted for some time by those in the know.

No one wants to scare anyone, so these things are kept quiet from the general public for as long as possible. We don't want to have a panic such as was created in 1929 when everyone who owned stocks and shares began to sell them all at the same time—naturally, with no buyers, everyone suffered. The financial world is a little more controlled these days, but most of us are living far above our means, so if all creditors were to clamp down at the same time, there would be panic and similar situation—there wouldn't be enough money to go around.

In 1974, let us all try to get our own houses in order. It's too bad we can't follow an old Japanese custom—pay all debts before the new year arrives. This is not possible in all cases, but if it could happen it would put us all in a safer position.

There is one thing we can do, however.

We can help in the energy
(Continued on Page 9)

Letters to the Editor

Dear Madam or Sir:

I do not know who to write to, but wonder if you could give me some information. I would like to know if there are any chartered planes to Norway this next summer. I do not know if one has to belong to an organization for so many months, etc. There is an elderly couple, 74-81, who wants me and my husband to go along with them to Norway next summer, so was wondering if you would be kind enough to send me information on this (prices, etc.) We do not know for sure yet whether we will go or not, but these friends are really wanting to go, if they are well and able by then.

Looking forward to hearing from you and thanking you in advance. I remain Sincerely

Mrs. Melvin Vig
Bentley, Alberta.

P.S. I got your address from Mrs. Vivian Ogilvie, Lacombe. She also let me have a few of your papers. I see by the paper Mr. Sig Sorenson was born at Compeer. I lived by Loverna, Sask., for 8 years—not too far away. Please answer as soon as possible. Thank you. I was born in Norway 1906. Came to Canada 1912.

Dear Sir:

Enclosed is our \$2 donation to your paper which we look forward for its arrival each month.

Will you be running a charter flight to Oslo in 1974? If so, would you kindly send us information on it as soon as it is available. If no flight could you let us know, so we can make arrangements for another flight. Thanking you for an early reply and wishing you all the best in 1974.

Nils, Inga & Harold Haugen
Lougheed, Alta.

Mrs. Vera Nielsen is Flight Organizer for the Scandinavian Centre so I have forwarded your inquiry to her. She will answer your letter.

If there are any others who would like information on flights to Scandinavia, contact

Mrs. Vera Nielsen
12424-141 St.
Edmonton, Alta.
Phone 454-5438 □

LIST OF NAMES OF PRESIDENTS OF RESPECTIVE SCANDINAVIAN SOCIETIES IN EDMONTON

DANISH — Allan Sorensen, 12923-133 St., 452-3387

FINNISH — Anne Sahuri, 16112 - 104 Ave., 489-7515, 435-3758

ICELANDIC — Barney Thorlakson, 15506 - 77 Ave., 487-1506, 452-8550

NORWEGIAN — Wally K. Broen, 9560 - 111 Ave., 474-2006, 466-8461

SWEDISH — Joan Petersson, 7412 - 87 Ave., 469-0259

SCANDINAVIAN CENTRE — Søren Sørensen, 26 Burnham Ave., St. Albert, 459-7205

SOLGLYT SPOTLIGHT



By Evelyn Jensen

COMING EVENTS

Saturday, January 12

Installation Dinner and Dance, in the Viking Room of the Scandinavian Centre. Social 6-7 p.m., Supper 7 p.m., Dance 9 p.m. to the music of The Hi-Lites. Tickets are \$4.00 each for members, \$5.00 for non-members, and \$2.00 for Junior Lodge members and children 12 years and under. Please reserve your tickets early by calling Gladys Clark at 455-5371; Ole Vold at 476-5922; Ragna Sivertsen at 425-8702 or any member of the board.

Saturday, February 16

Valentine's Dance in the Nordic Room, Scandinavian Centre.

SOLGLYT LODGE 143

ELECTION OF OFFICERS (1974)

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CULTURAL DIR.—Astrid Hope
ASST. CULT. DIR.—Doreen Melsness
SPORTS DIR.—Helge Nilsen
PUBLICITY DIR.—Sig Sorenson

There was a good turnout at the Christmas Bingo on Dec. 8, and those who didn't manage to attend, missed a most enjoyable evening. Winners of the Christmas Turkeys were Betty McKeivitt and Brenda Letendre. Congratulations to the many other lucky winners. Coffee and lunch were served to round off the evening.

Our best wishes for a speedy recovery to Harvey Haugen and John Hollstan who are both in the Royal Alexandra Hospital.

We hope that it won't be too long before Ruth Zelensky can get rid of the cast she has been wearing since she broke her leg.

John and Astrid Hope are looking forward to a visit from Astrid's son, Dr. Edwin Sarchuk, and his wife and family, who will be motoring from Vancouver to spend a week or ten days with them.

Winner of the beautiful afghan which the Sewing Club raffled at the Christmas Bingo was Mrs. Rose Aziman, 16107-88A Ave. The Sewing Club meetings will resume after New Year.

Mrs. Orla Tychsen went to Swift Current at the beginning of December to be with her 81-year-old mother who was in hospital to have an operation.

Mrs. Molly Cooper will be spending Christmas in Viking, visiting with her three brothers and their families.

Mrs. Ragna Sivertsen is going to be with her son and daughter-in-law and their family in Calgary over the Festive Season.

Travelling farther afield are

Stan and Min Hafso who are going to Hollywood to stay with Stan's twin brother for a few weeks; and Chrystal Fleuty and family, who will be spending Christmas and New Year's in Mexico, complete with a good supply of "Lefse".

Mrs. Erwin Nasset reports that her daughter, Karin, is still enjoying her studies in Greaser, Norway. The weather is lovely and there is not enough snow yet for skiing. Karin goes to Frederickstad each Monday evening to take Norwegian language classes, and is looking forward to spending Christmas with some of her dad's relatives in Honefoss.

Kris and Bernice Nyhus and their family are enjoying a three-week vacation in Norway.

Torske Klubben held their annual Ladies Night on Tues., Dec. 4. Members and their ladies enjoyed a delicious "Torske" dinner, after which Mr. Gunnar Sveinungsgard of Grande Prairie gave an interesting talk on cross-country skiing and its origin in Norway. Dancing to the music of Del Melsness at the piano, and Stan Hafso at the organ concluded a delightful evening. Next Torske Klubben meeting will be held Jan. 8.

"I would like to take this opportunity to thank all the officers and committees for a wonderful job well done. To all those who donated baking and food and a lot of hard work. To all members and friends for attending our various events to make 1973 a success. Again, thank you all for your co-operation, and a Very Happy New Year to all." — Gladys C. Clark

I would like to thank Lois Halberg and Rose Svidal who were correspondents for the Solglyt Spotlight. Our new Publicity Director and Correspondent for the Scandinavian Centre News for 1974 will be Brother Sig Sorenson. Please phone your news in to him at 466-1839.

BOOKS

&

ARTICLES

SCANDINAVIAN STUDIES (Journal of the Society for the Advancement of Scandinavian Study), No. 3, 1973, contains articles on the Integration Politics of Sweden and Denmark by Eino Jutikkala, Henry Adams and Peter Haggerstein by Ernest J. Moyne and Hagar Olsson's Chitambo: Anniversary Thoughts on Names and Structure by George C. Schoolfield. The issue also includes reviews by Børge Gedsø Schoolfield of Ludvig Holberg's Memoirs and of Knut Hamsun's Brev til Marie by Carla Waal.

(Communications about subscription and membership in the Society for the Advancement of Scandinavian Study should be sent to the Secretary-Treasurer, the American - Scandinavian Foundation, 127 East 73rd St., New York, N.Y. 10021.)

S/N CHILDREN'S XMAS PROGRAM

By Astrid Hope

The Sons of Norway Annual Christmas program was held in the Nordic Room, Dec. 16 at 2:30 p.m. There was a wonderful large attendance of little children, of 2nd and 3rd generations, together with their parents and grandparents.

The program was very capably M.C.'d by Anders Anderson Jr. (President of the Jr. Lodge) He said a few words of welcome in Norwegian followed in English. The following is the program:

1. Group Singing of "Silent Night" followed by singing "Glade Jul" in the same tune with Irene Hovde and Magnar Bjorsirk leading in the singing and accompanied by Del Melsness at the piano.

2. Recitation by Carol Anderson, "It Was The Night Before Christmas", with added action highlighting it.

A skit by the Junior Lodge, "The Night Visitor", under the direction of Mrs. Alice Stewart and assisted also by Mrs. Bernice Nyhus before she left for Norway. Mrs. Eva Berg gave considerable assistance in collaborating the play. "The Night Visitor" is a Norwegian Folk Tale whereby the Trolls were outsmarted and were unable to have their usual feast on Christmas Eve or ever again at the house of this poor woodsman, Halvor. It was very well done, with the suitable setting and appropriate costumes added as well.

4. Musical Christmas selections by the Lillo family. All 6 in the group were playing an instrument.

5. Recitation: "Nursery Rhymes" by Miss Anne Broen dressed in a Norwegian costume.

6. Piano Selection by Brian Anderson, "Morning Canter", who was also in Norwegian costume.

7. Inga Hovde with her dance team doing the "Roaring Twenties".

8. Group Singing, "Jeg er saa glad hver Julekveld" and "O, Jul med din glade".

9. A short presentation by Mrs. Astrid Hope, "Norwegian Costumes", followed by having the Christmas tree moved to the centre of the floor followed up with one old Norwegian custom of having the children eventually forming two rings around the tree. The children kept singing around the Christmas tree until Santa (ably enacted by Mr. Robert Burt) did arrive, and passed out the goodies to each child. A delicious pot-luck supper was enjoyed by the group followed by the traditional cup of coffee and baking.

Irene Hovde sang a few numbers, with the accompaniment of Olav Sveen, followed the supper period and the program ended with the singing, "Ja, Vi elsker dette landet".

On behalf of the Cultural Group, we wish to thank all participants of the program, who did make the afternoon most pleasurable and entertaining, also those who assisted us greatly throughout the past year.

God Jul og et godt Nytaar!

"I was 59 yesterday. It is unpleasant to be 59; but it would be unpleasant not to be, having got started."

Thomas B. Aldrich.

Labor to keep alive in your breast that little spark of celestial fire, called Conscience.

George Washington.

Norseman's Ski Trail

By Gunnar Sveinungsgard

Yes, this will probably be the name of Torske Klubben's cross-country ski trail project which now is underway on a first-stage construction phase in Terwilligar Park, 156 St. and Whitemud Rd., Edmonton. A good run of a trail is already for use.

As the one who was called upon to supervise the lay-out, clearing and planning of this trail system, I feel it is time now to explain and inform interested skiers about what has been done so far and what lays ahead.

First of all, however, I would like to point out that Torske Klubben deserves to be commended for taking the initiative in getting this project started, which will become a landmark of Scandinavian influence in winter sports in this area. Over the past six months they have done a lot of preliminary planning—applications, conferences and paperwork—with the result that an important, fruitful and friendly cooperation between the club, the Provincial Government, the City of Edmonton and the County of Strathcona seems to have been established.

I have been in contact with representatives from the City of Edmonton—owner of the land where we are—and I have noticed their great interest and helpful assistance in every aspect. And so they should, because this project will benefit Edmontonians at large in a recreational way, hopefully in an increasing degree as years go by and as interest in cross-country skiing becomes more widespread.

The first stage of this ski trail system will be concentrated within the City's boundary—in the large bowl-shaped terrain which Terwilligar Park consists of inside the bend of the river. When I first inspected the area last October, I felt the terrain available didn't seem to be well-suited for a cross-country ski-trail system. However, when I got started on it, I discovered there were great many opportunities to choose from. Now I believe a fairly good and popular ski-trail system can be developed

(Continued on Page 9)

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ICELANDIC NEWSLETTER

By Les Greenham

Goodbye, 1973, Hello, 1974! I hope everybody can look back on 1973 and say it was a wonderful happy year.

1973 was a year of satisfactory accomplishments in many respects, especially for those of us in the Saga Singers choir. There is no greater joy in life than doing something that will bring pleasure to those who are probably not as fortunate as some of us. We are referring of course to the home for the aged, nursing homes and the like, where our choir entertained this past year.

We shall never forget the look of enjoyment on their faces and how they didn't want us to leave, and would we please come back again. And then after we finished our program they then joined us in a singsong of all the old favorites. To fully understand the mutual feeling that existed you would have to be part of our choir. Probably one of our proudest members is none other than Gus Roland, who himself is 80 years old.

One thing that does disappoint me, as a matter of fact it baffles me, is when something like this which is, let me emphasize, SO REWARDING why we can't get more men in our choir. We desperately need a couple of tenors.

Anyway, let us hope we can do a lot more entertaining in 1974. 1973 did have one mishap—and that was the accident which put our choir director, Della Roland, in hospital for about six months—and since leaving hospital she still has to go regularly for therapy treatments. Della will be a very happy person when the day comes when she can throw away her canes, and so will everybody else be happy for her.

Our children's Christmas party on Dec. 9 is now history, but we would like to mention how successful it was. The turnout was most heartening. There was at least 50 young people who visited Santa Claus, and they were so friendly. Everybody seemed to enjoy the occasion and it was nice to see so much enthusiasm and friendship. There have been times when it appeared to me that people were losing interest in the Icelandic Society. But my fears were dispelled after the Christmas Party. Consequently, this augurs well for our Thorroblot on Feb. 10, 1974.

We had quite a nice chat with Mrs. Ila Henderickson whose husband, Jake, was the moving force who made the Icelandic Society tick, so I am informed. Ila told me her daughter, Mrs. Harvey, whom everyone knows as Skippy, became a proud mother of a daughter three months ago. Ila was just

beaming when she talked to me about her new granddaughter. Also she was quite excited about a trip which she, along with three other ladies, took to B.C. including Vancouver Island. All four of them were senior citizens. You can just imagine how these four ladies enjoyed this trip together. The tour covered 2300 miles all told and, get this, Ila manipulated the steering wheel for the entire trip. The route they took, as near as I can remember (please pardon any errors or omissions, Ila), was first the Yellowhead route through Horseshoe Falls to Hope, B.C., across the second Narrows Bridge then over to Nanaimo from where you toured the northern part of the Island. Then down to Victoria where you visited Fussi and Gladys Arnfinson. While there, Fussi drove you folks around Victoria and surrounding area which, I understand, impressed you all. Then back to Vancouver where you visited with Hully Bardal. The next stop was White Rock, B.C., for a visit with Henry and Lil Sumarladason, who asked you when you were leaving to say Merry Christmas and a Happy New Year to all their friends in Edmonton. After leaving White Rock on your way back you spent some time in places like Okanagan Falls, Penticton, Kelowna, and Vernon, B.C. Then came the moment of a big decision, "Do we go back via the Rogers Pass?" The decision was unanimous—Rogers Pass, here we come. We understand there was some difficulty negotiating this route due to the hazards of snow. However, due to your driving ability, the trip through Rogers Pass was completed without incident or, should we say, without accident. Then before we return to Edmonton you visited with your daughter in Calgary. Incidentally, isn't that the place where they have a football team called Calgary Stampeders? Well anyway, folks, doesn't that sound like a wonderful trip? Ila, if you ladies decide to make this trip next year, how about letting me be your chauffeur, huh? I don't know whether the word "huh" is good grammar but it is the first word that comes to my mind.

While on the subject of taking trips or travelling, or whatever terminology you want to apply, (P.S.—I like that word, "terminology"), anyway, would you believe it, Pauline and Alec Mitchell are on the move again. This time they are westward bound. We don't know where they plan on visiting but we do know Victoria, B.C., is on their itinerary. This time it is a one-month duration, and it will take in the Christmas season. At

this point we will use a French expression—"Bon Voyage", Alec and Pauline. Pardon me if we are wrong but "Bon Voyage" does mean "have a wonderful trip", doesn't it?

Oh, just about forgot, while thinking about that wonderful couple, Alec and Pauline, it comes to mind another historical event. I am told about 38 years ago they loved each other so much they decided to get married on Dec. 14, 1936. We can just see everybody calculating how many years ago that was. Well, folks, just in case you are having problems, that was 37 years ago.

Now get this, folks, on Dec. 15 (hold on to your seats). Thora was born. Sorry, folks, it was not what you're thinking—Thora arrived in 1937. Now having revealed this information, it behooves us to congratulate Thora on her birthday. Everybody that knows Thora hopes you had a wonderful birthday, believe me. You know, I sure would like to kiss Thora on her birthday, I mean. Just in case you people wonder where we get all this information (now to get the proper expression, say this slowly) the Shadow knows and so does Gail Mitchell. Thank you, Gail.

According to the grapevine at choir practice the other night (there goes Greenham promoting the Saga Singers again) information leaked out to the effect that two refugees sneaked into Edmonton from Yellow Knife. We were all warned by Shirley Thorvaldson to be on the lookout for a couple called Earl and Pearl Valgardson. The price of apprehension is a wonderful reunion, no question about it. Everybody would like to see you two people again, that's for sure! You know, Earl and Pearl, if you are having any trouble being anonymous, Thora and I would only be too pleased to let you use our humble abode as a hideaway. All kidding aside, we hope your visit to Edmonton you will always remember. Talking about Earl and Pearl, there sure is a lot of good Icelandic people in this world. For example, take Yonina Eamon, I'll bet very few people knew that at the Children's Xmas party on Dec. 9 she was just recuperating from a bout with pneumonia and yet she was in there pitching and did a wonderful job in her capacity as lunch convener. Let us hope you're back to normal now, Yonina. On behalf of the Society and the children everybody says "thank you" for the job well done.

Friends, countrymen and Icelanders, before we conclude this rambling excuse for a news column we do have a message that should cause some elation. We are referring to the Raffle conducted recently of a harvest scene painting by a Mrs. Oltean of Regina. We just finished talking to Barney Thorlakson about it. And while we don't have the exact amount at the moment it is around \$700.00 that was realized for the Westman Island Disaster Fund. The winner of the painting is Mr. W. F. Davidson, 143 Harvard Ave., Winnipeg. Barney said maybe you should mention that Lillian McPherson's dad, Hufstein Bjarnason, was the driving force behind this venture and let me tell you I agree with him 100%.

You know, I shall never forget meeting that Potlicker a few months ago at a dance in the Scandinavian Centre. Pardon the expression "Potlicker", but when I really like a person I always call them a "potlicker". What more can we say to everyone involved then, as they say way down south, "You All" did a mighty fine job.

Ring, ring. "Hello, is that you, Les?" "Yes," "This is Lucille

NO FLIGHT TO ICELAND

By William Peterson
Flight Director

During the last few months we have attempted to put together three flights to Iceland during July/August 1974, but due to lack of response these planned flights have been cancelled.

The initial flight was suggested as a charter flight of 150 people but not enough interest was shown to book the aircraft. In November we attempted a charter flight of 115 people but only about 40 responded and this flight was also dropped. Subsequently we attempted a group flight of 40 from Edmonton to Chicago and then from Chicago via Loftaidar to Reykjavik. On this latter flight we sent letters to the approximate 40 people who had previously indicated an interest in such a trip. Only about eleven responded and this flight therefore has also lapsed.

During this period we contacted the Winnipeg group who began early in 1972 to set up their charter to Iceland. Their flight is sold out (200) and they have a small waiting list. They do not feel that they, along with us, have sufficient to set up another charter from Winnipeg and, with this, we agree.

The Vancouver-Seattle flight may still have some seats open. You must, however, arrange to board the plane in Vancouver as it does not stop over in either Calgary or Edmonton.

Calgary initially planned a flight of their own to Iceland but I

calling." "Oh, Lucille, you sing alto in our choir, don't you?" (P.S. I can't get that choir out of my mind). "Yes, I sing alto and my husband sings bass." "Well I'll be darned, so do I. Lucille, did you want to tell me something?" "Well, yes. What do you think I phoned you for?" "Hmmm, you have a point there. What is it?" "Well, I want you to mention that somebody left a square pyrex cake pan at the Scandinavian Centre on Dec. 9 and we are holding it for whomever claims it." "Okay, Lucille, we've mentioned it in our column. See you at the next choir practice." "Sure will, Les." End of conversation. P.S., don't worry, Leifur, that is all we talked about. Also please note this conversation didn't last 27 minutes.

DISAPPOINTING NEWS

Gus hasn't mentioned anything to me about any membership dues coming in yet. Please, folks, don't make me give up faith in humanity—it is only \$2.00 for a single person and \$3.00 a year for a family. Address it to: Gus Roland, 10936-88 Ave., Edmonton.

Also at choir practice the other night, Jo Couves told us that her mother, Mrs. Nordal, from Arborg, Man., arrived in Edmonton on Dec. 1 for Xmas. For the first time in her life she traveled by plane and told her daughter, Jo, "Boy that's the way to travel." She wished she had traveled this method all the time.

BIRTHDAYS

Congratulations to Mrs. Joe Johnson who will celebrate her birthday this month. Sorry we don't have the right date Mrs. Johnson. Also to Barney Thorlakson, our Icelandic Society President, on celebrating his 31 birthday on Jan. 31. What a coincidence, eh, Barney!

As my aunt used to say to me when I was young and maybe going to Lundar,

"Toodle-oo." □

believe this, now, has been abandoned. We did discuss a combination flight with them but the additional cost to either Edmonton or Calgary of \$40.00 appeared to be a stumbling block.

An article appeared in the last issue of the Logberg-Heimskringla published in Winnipeg which states that the Icelandic League of Chicago is arranging a charter flight out of Chicago to Reykjavik July 25 to August 11, 1974. The fare was not quoted but evidently is considerably cheaper than single or group flight fares. Anyone, if they so desire, can write to the following in Chicago and will be put on the list on a first come-first serve basis and also will receive information as to costs, etc. The person to write to is:

Dr. Valur Egilsson,
820 Warwick Road,
Deerfield, Illinois 60015, U.S.A.

It is regrettable that a charter flight could not have been arranged. We sincerely hope that all those desiring to go to Iceland in 1974 will be able to do so. In this regard Mrs. Vera Nielson, 12424-141 St., Edmonton, telephone 454-5438, will be glad to assist you. □

IN MEMORIUM

On Nov. 30, 1973, at the Winnipeg Health Sciences Centre, Lilja McCartney, aged 39 years, beloved wife of David McCartney, of 215 Doran Bay, Winnipeg passed away.

Born at Oakview, Man., on Aug. 5, 1934, she received her education at Selkirk and went to Winnipeg in 1949. She was a member of St. Stephen's Lutheran Church and a devoted mother.

Surviving, besides her husband, David, are five sons, Kim, Dana, Kurtis, Trevor and Clinton, all at home; her mother, Mrs. Gudrun Vigfusson of Selkirk; her mother and father-in-law, Florence and William McCartney, of Winnipeg; her sisters, Mrs. Thorey Greenham of Edmonton, Mrs. Anna Christiansen of Winnipeg; sister-in-law, Mrs. Valerie Brown of Winnipeg, Mrs. Leonie of Thompson, Mrs. Colleen Grouette of Toronto; four brothers, Norman Vigfusson of Spokane, Wash., Hjalmar, Herbert and Leslie Vigfusson of Edmonton.

Funeral services were held 1:00 p.m. Wed., Dec. 5, at Park Lawn Chapel, 1858 Portage Ave., Winnipeg, with Rev. John Kunkel officiating. Services were at the chapel, cremation followed. In lieu of flowers, donations were sent to the Lutheran Church in Liberia in care of Rev. John Kunkel, 151 Garrioch St., Winnipeg. Arrangements were made by Clark Leatherdale, St. James, Assiniboia. □

A Norwegian bookstore has been opened in Brooklyn, N.Y. The store has a good hard-cover and paperback selection of novels and poetry and scientific, technical and religious literature in Norwegian. It also carries books in English on Norwegian life and history, and reproductions of well-known Norwegian artists' works. Manager: Synnøve Daasvand. Address: 481 - 78th Street, Brooklyn, N.Y. 11209. Telephone (212) 833-3113.



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VASA LODGE SKANDIA



By Millie Weiss

The December meeting was held on Wed., Dec. 12 at 8 p.m. with Joan Peterson presiding.

At the close of the meeting we had a pleasant surprise when 6 young boys and girls came in Lucia costumes and sang for us. Thank you, children. It was very nice.

SICK LIST

Mrs. Rydman, Pearl Hoher and Alma Samuelson are not feeling well. Hurry and get well, ladies.

Magnus and Betty Pearson are in Vancouver at their daughter's, Marge, for Christmas.

John Ogren has gone to Sweden to spend Christmas with his sister and relatives.

Andy and Joy Ogren are going to Vancouver to visit Rodger and Jo-Anne and granddaughters for the holidays.

Sheila and Dale Sigfuson are

back from Hay River where Dale has been employed for a few months.

Don and Eveyln Johnson returned from a trip to the States where they have been visiting their daughter and family.

Congratulations to our Culture Leader, John Cumberbach, on his winning a scholarship.

Grey Cup Day was a lucky day for the following people: Marguerite Poroiski, Peggy Hope, Ethel Sorokowsky, and Dave Chorley.

Ladies Auxiliary meeting will be held at Vector and Jean Anderson's, Wed., Jan. 16 at 1:30 p.m. Address: 7109-106 St.

Next meeting will be held on Sat., Jan 12 at 7 p.m.

Happy New Year to all the readers and all the best in '74.

NORWAY -

A NATION ON SKIS

EVEN THE VIKINGS WERE GOOD SKIERS

When record crowds of over 100,000 people gather around the famous Holmenkollen ski tower in Oslo to witness the biggest winter sports event in Norway, one can understand the author who said that "SKI is Norway—spelled with 3 letters!" Skiing is everyman's sport in Norway, but then it is also one of the oldest known sports in the country.

THE FIRST SKI MUSEUM IN THE WORLD

The development of skiing can be seen in the first ski museum ever built, now housed in Holmenkollen ski tower, which was built for the Olympic winter games in Oslo in 1952. The collection includes a photograph of a rock carving from Rødøy in the province of Nordland, showing a skier. Archeologists say the rock carving dates back about 4,000 years. Several skis also have been found, well preserved in bogs, and scientists believe they are up to 2,500 years old. Even in the Stone Age and in the Bronze Age people used skis in Norway. Skis are also mentioned in Norse mythology, citing Ull as the Ski God and Skade as the Ski Goddess.

NORWEGIAN VIKINGS WERE GOOD SKIERS

Snorre, the Icelandic saga writer, described the Norwegian Viking kings (900-1100) as good skiers. They achieved real feats which were retold through the centuries. There were also occasions when skiing played an important part in the history of Norway. In 1206, when the country was ravaged by a civil war, the king's two-year-old son, Haakon Haakonsøn, was saved from falling into enemy hands by quick action of two of the fastest skiers, Torstein Skevla and Skjervald Skrukka,



"Snowshoe" Thompson (1827-76) created postal history when he skied the mail over the mountains between Placerville in California and Carson City in Nevada every winter for 20 years until the railroad was completed. He was born in Telemark, Norway, but emigrated to USA in 1837. (Art work from Boise Cascade Envelope Division, photo from Norwegian National Tourist Office.)

who carried the child as they skied across the mountains from Gudbrandsdal to Østerdal. This epic saga is commemorated by the great marathon ski race which now takes place from Lillehammer to Rena every winter, along the same route which was used some 750

years ago by the two "Birch Legs", as the king's adherents were called in those days. In their honor, the present-day ski race is called the "Birch Leg Ski Race", covering a distance of 35 miles across the mountains. It takes between 5 and 7 hours from start to finish.

A NATION ON SKIS

Through the ages, skis have played an important part in the life of the Norwegian people. Without skis, people would have been snow-bound for several months each winter, but with skis they could attend to all kinds of work which required moving about; they went hunting and shooting on skis; some-

times they went to weddings and funerals on skis, and in an emergency the doctor or the midwife could always rely on their skis to bring them there. The farmers were always glad when they heard

A HAPPY NEW YEAR IS

A 3-year-old child able to count to 100.

A 5-year-old child whose kindergarten teacher loves little children.

A 6-year-old girl with no front teeth.

An 8-year-old boy whose father is teaching him to ski.

A 12-year-old who goes to girl's camp for the first time.

A 16-year-old teenager who has his driving license.

An 18-year-old boy reading a letter of acceptance to the University of his choice.

A 22-year-old girl saying, "We will be married in June, and I'm going to help him get his degree."

A 24-year-old couple looking down into a crib and saying, "He's ours; he's perfect."

A 45-year-old man with an arm around his new son-in-law.

A 48-year-old grandmother saying, "This is the most beautiful baby in the whole world."

A 70-year-old woman claiming, "I'm far too young to have a great-grandchild."

A 71-year-old man maintaining that life begins with a great-grandson.

An 80-year-old grandparent surrounded by a family who cares.

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Vagn and Marg Jakobsen

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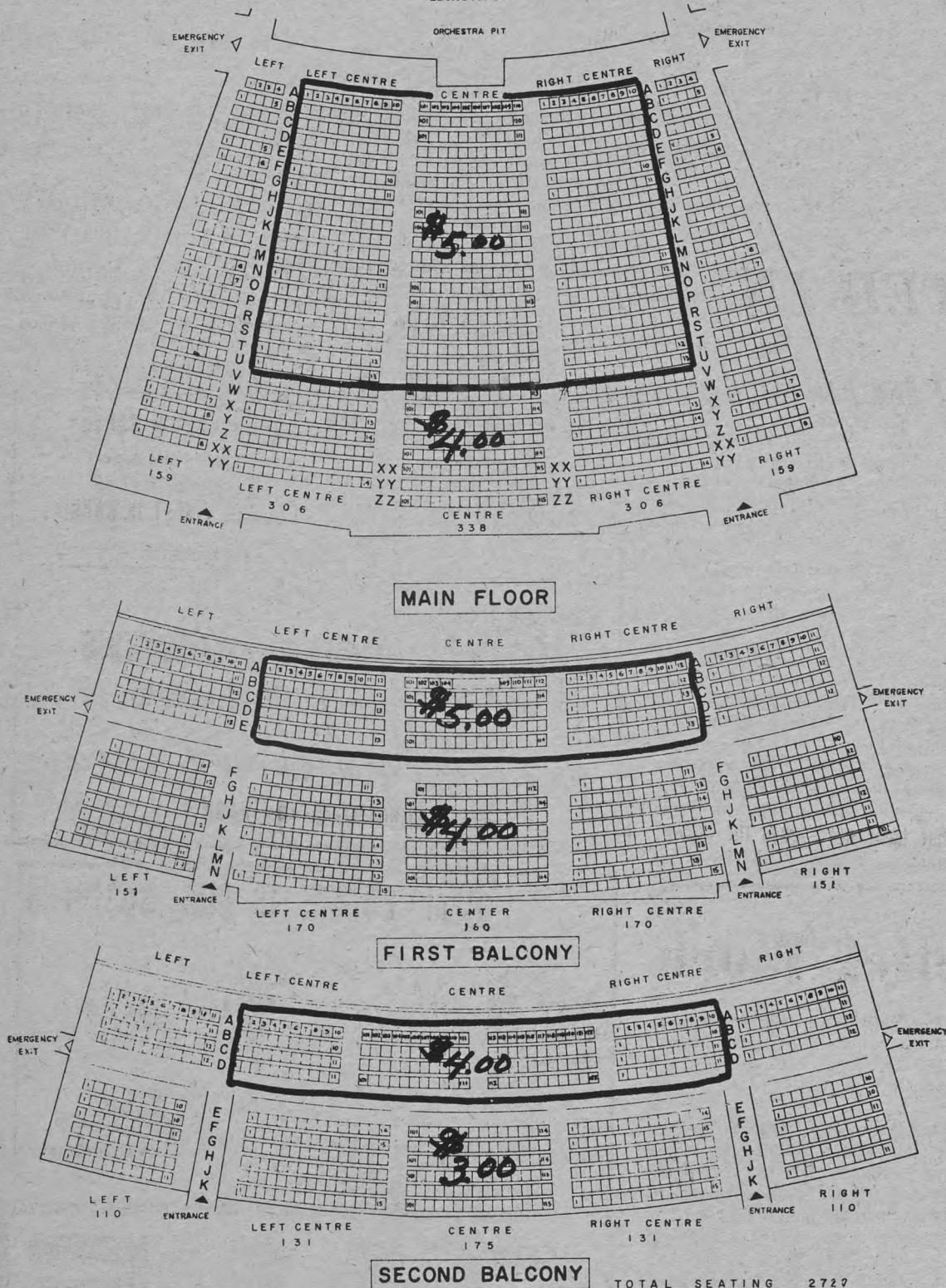
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(Continued on Page 8)

HURRY! HURRY!

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Edgar Bergen speaks to Mortimer Snerd.

Edgar Bergen is probably Hollywood's Champion hobbyist. He is an expert photographer and a member of the American Society of Cinematographers. A veteran flyer with 25 years experience, he now owns his seventh plane and pilots it often to engagements in various parts of the country. Will he pilot himself to Edmonton???

He is an adept amateur magician and is also a bee-keeping enthusiast. A "steam car" expert, he is the proud possessor of a 1908

Case threshing engine and a 1911 White steam car. He has long been interested in farming, currently owning an alfalfa ranch near Indio, Calif.

His Bergen Scholarship at the Northwestern University School of Speech has helped such students as Claris Leachman, Charlton Heston and Patricia Neal. The Bergen Foundation for Student Nurses was started 22 years ago and has aided over 500 girls to become registered nurses.

Heritage Day Promoted By City Lawyer

City lawyer Robert D. Gillespie, 5524 Ada Blvd., Edmonton, wants to create a national holiday between New Year's and Easter.

Mr. Gillespie, in promoting the idea of a national Heritage Day, thinks it would be quite an appropriate way to honor Sir John A. McDonald. It would also involve celebrations of ethnic contributions, municipal, agricultural, pioneer and founding heritages, he feels.

Mr. Gillespie's Heritage Day proposal has been adopted by Uniform, local and national United Nations groups, national and provincial Liberal parties and several ethnic groups.

In addition, he feels confident that the Heritage Day holiday will be adopted by representatives at the second Alberta Heritage Conference in February. The group will then recommend that Horst Schmid, Minister of Culture, Youth and Recreation, introduce it as a bill before the provincial legislature.

Food For Thought

In complimenting a business organization for doing a job well, a customer wrote to the president, saying: 'Instead of thanking your subordinates, I am telling you, on the principle that I would rather have people tell my boss about any good work I might conceivably do than tell me.'

That's a good thought.

Thousands of faithful subordinates would be more quickly recognized and rewarded if the boss were made aware of their competence by an occasional expression from an outsider. One word to the head man will do an employee more dollars-and-cents good than a hundred pats on the shoulder. Too often the only word passed is a complaint about the service; good efforts are taken for granted without praise.

It's just as well that some businessmen are not required to pass high school examinations in arithmetic.

People argue about a lot of things; but when they are sitting pretty financially, their arguments are friendly.

DANIA DOINGS



By Lili Nielsen

DANIA held its Annual Turkey Bingo on Dec. 11, which was attended by approximately 90 people. Congratulations to the winners.

DANIA'S Annual Christmas Party for the children went very well this year and The Board of Directors wish to extend our thanks to Mr. Tage Aaquist for doing such a good job as Santa Claus. We also wish to thank Mr. Muller and Mrs. Kristensen for their great help with the singing and to Mrs. Holm-Pedersen for playing the piano. Thank you to all of you.

DANIA'S FOURTH WHIST-DRIVE will be held on Jan. 8, at 8:00 p.m. in the Dania Room at the Scandinavian Centre. Our last Whistdrive was attended by 44 people and we would like to keep up the good attendance in the new year.

DANIA will be having a CARNIVAL DANCE in February so why not start making your costumes now so you will be ready. More information regarding this in the February issue of the paper.

The Board of Directors for Dania wish to express their deepest sympathy to Mrs. Lydia Peake in the loss of her husband; and to Mr. Svend Aage Christensen in the loss of his wife.

DANES, CANADA SIGN ACCORD

An agreement setting the Danish-Canadian border over the continental shelf—first such accord ever made by Canada—was signed Monday by External Minister Mitchell Sharp and Danish Ambassador Henning Hjorth-Nielsen.

It establishes a dividing line through Nares Strait, Baffin Bay and Davis Strait, roughly the same distance from Canada's Ellesmere

Island and Baffin Island and Denmark's Greenland.

Each country may extend its sovereign rights over exploration and exploitation of the shelf's natural resources up to the line in accordance with a 1958 United Nations convention on the continental shelf.

The line, about 1,430 nautical miles, is the world's longest continental shelf dividing line.

POLAR BEAR PROTECTED IN ARCTIC REGION

The hunting of polar bear is to be prohibited throughout the Arctic region, following an agreement between five countries represented at an International Conference on the Polar Bear in Oslo in November. The agreement was signed by Canada, Denmark, Norway and the United States. The Soviet Union is expected to sign by March 1974.

The treaty is the first international agreement for environmental protection in the region. For the five signatories, it provides that all hunting or trapping of polar bear will be prohibited. The agreement presupposes that further steps will be taken to protect the Arctic environment in general.

As for Norway, the agreement means that the hunting ban in force on Norwegian territory since this fall will in the future apply internationally.

Certain limited exceptions have been made for the Eskimo living in Greenland, Canada and Alaska who depend on hunting polar bear for their subsistence. It is, however, specified that such hunting must be done by traditional methods and not by the use of aircraft or large motorized vessels. The contracting parties are also instructed to promote compliance with the agreement by nationals of states that have not signed the agreement.

and to firms, which have provided goods and equipment in order to help the Westman Islanders."

A tremendous burden has rested on the shoulders of Eggert Asgeirsson, managing director of the Red Cross. He says: "I think the main point in all this is that we have from the beginning taken part in all such plans. There has been agreement with public authorities on a division of labour in such cases. It was our job to see to people's needs, food, clothing and accommodation.

"It was quite clear from the beginning what our job was. The task of the Red Cross is primarily to be quicker on the scene than public authorities, but after a certain time the public authorities should take over. But in this case we have continued. Cooperation with the volunteers in the Westman Islands and the municipality there has been very good, and we have helped many persons. Now we are establishing conditions for youth work, we are allocating 31 apartments for elderly persons, we intend to build kindergartens and a home for old people, and we shall be sending one thousand teenagers from the Westman Islands to Norway on a vacation. We are also studying how to extend the activities of the consultation centre. The tasks ahead are many and this has been invaluable experience for us."

WORK RULES

1. Remember that the object of work is production. Your superior measures you by the quality and quantity of your work. Social position does not enter. At work you are not a college man, you are an apprentice.

2. It is your business to get along smoothly with your fellow workers and superiors, not theirs to get along with you.

3. Do not expect any personal attention from the officers.

4. Be observant, both of men and processes.

5. Be honest about your mistakes. Take the blame when you are responsible for defective work, but profit by your mistakes and do not make the same one twice.

6. Stay on the job. Your superior always plans ahead for every man's work, yours included.

7. Develop a reputation for good judgment. Don't be afraid to ask sensible questions. A good rule is to think over a question twice before asking it.

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Red Cross Active In Relief Work

From Iceland Review

After the start of the volcanic eruption in the Westman Islands, the Icelandic Red Cross commenced relief work there that has been remarkably successful. This work has gone far beyond what is usual in such urgent cases. The eruption began shortly before two o'clock in the morning of Jan. 23 and only a few minutes later men of the Red Cross were on the spot. At first, the main task was to organize the reception of over 4,000 people who fled from the islands, to accommodate them in schools in Reykjavik and to give them food. Four hours after the start of the eruption, everything was ready for registering the refugees in the office of the Red Cross, where a large number of volunteers had already arrived.

These volunteers, for instance, received people arriving in Reykjavik by air and helped in the transport of old and sick persons. All this work was incredibly successful, and that same morning the Red Cross registered the arrival in Reykjavik of over 4200 persons. Later in the day most of the refugees left the schools, a large part of them going to relatives and friends in the capital. The Central Bank manager, Bjorn Tryggvason, is the chairman of the Icelandic Red Cross. He remarked: "The strength of the Red Cross in distress help lies in the fact that it has a unique status, trust, experience and volunteers flock to it: it can act without advance notice and it is entrusted with funds which is put to use right

away if needed. On the third day of the eruption the Red Cross participated in the running of a Westman Islands centre in Reykjavik that provided all kinds of services.

That same day the Red Cross began to give financial assistance to the islanders, many of whom were in difficulties, and emergency loans were arranged through the banks. But one of the most important tasks was the procurement of accommodation—a very difficult task. A large food canteen was also set up in the Westman Islands centre in Reykjavik, and this became a popular meeting-place for friends and acquaintances, where they would sit and chat together. Two communities started an information centre, a news-sheet was issued, and the trade unions established an employment exchange. At the end of January the Red Cross started operating a canteen in the Westman Islands, where about one thousand persons were engaged on relief work. These are only a few of the tasks the Red Cross assumed or participated in during the first days of the eruption. Firm and close cooperation soon developed between the staff of the Red Cross and the Westman Islanders. There was often considerable tension, and the staff were under very great stress. Nevertheless, it was remarkable how fervently and happily all the volunteers worked. On Feb. 2 the Red Cross opened an advisory centre, where doctors, social workers, lawyers and auditors acted as volunteers. The

relief work has extended to many other fields. For instance, the Red Cross has contributed to and helped the activities of two kindergartens.

But this was only the first stage of the work that was done during the first days after the start of the eruption. Even more work has been devoted to the solution of various social problems and to the application of the large amounts of money that the Red Cross has received. The controllers of the Red Cross say about this relief activity: "Facilities for this work were especially good. Up to 5000 (or 2 1/2% of the nation) persons were received with open arms in private homes within a few hours. It is really an historic event, but this is possible in Icelandic society. Although everybody was willing to help, it was the Red Cross that coordinated the relief efforts.

It was particularly fortunate that the Hafnarbudir seamen's hostel was at the time mostly vacant (this was the Westman Islanders' centre in Reykjavik).

The Red Cross immediately received large sums of money, which enabled it to take far-reaching decisions in connection with major projects. At the time of writing, the Red Cross has received about 130 million kronur from various quarters. This does not include a similar amount from Norway, collected specially for Iceland. The Red Cross has so far used 30 million kronur for the relief work, and this is largely thanks to the volunteers who have received no salary, to individuals

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FINNISH SOCIETY

sfs

By Elmer Kankunen

The Finnish Society's "Pikkujoulu" or Christmas party held Dec. 1 at the Scandinavian Centre turned out to be a complete success and memorable occasion. Guests included the Finnish Ambassador from Ottawa, Mr. Lennart Sumelius, the Finnish Vice Consul, Mr. Stan Ross, Q.C., of Edmonton, Mrs. S. Ross, and Mr. Olaf Kankinen, the flying pastor from L.A.M.P., stationed in High Level.

Mr. Sumelius presented Mr. Ross with the medal of the Knights of the White Rose, 1st Class in recognition of Mr. Ross' 15 years of Service to the Finnish community. Mr. Sumelius, in his presentation speech, mentioned that Finland values the preservation of Finnish culture in foreign countries. In order to further develop broader ties a number of exchange scholarships have been set up.

These scholarships will be offered on the post-graduate level primarily in the sciences and will cover tuition, lodging and medical expenses for one year for Canadian Students studying in Finland and vice versa.

The Finnish Choir, under the direction of Mr. Matti Erkkila and accompanied by Miss Alla Vesalainen on the piano, sang a few Christmas songs and Santa dropped in distributing some rather novel gifts. With bellies full of the traditional rice pudding and miscellaneous spirits, most everyone started dancing and had a real good time.

The children's Christmas party held on Dec. 9 at the same place also had a good turnout. Entertainment, mostly in the form of Christmas carol singing in both Finnish and English, was provided by the children themselves upon considerable coaxing by the master of ceremonies. Santa came with his bag of goodies and it was apparent all of the children must have been good the past year as every child received something.

How many of our readers are "Hour Glass" viewers? People who watch it know that Arvi Liimatainen has been living dangerously the past few weeks. First he was the writer for the television film which criticized that sacred Edmonton cow, "Klondike Days". For his efforts he ended up the next night in a face to face confrontation on television with our mayor, Ivor Dent. Mayor

Dent obviously wasn't very happy with the film and among other things implied that Arvi was a biter.

Soon afterwards, Arvi interviewed the Calgary owner of a Love Shop and that business ended up being discussed in parliament. I wonder what Arvi purchased at the Love Shop?

It is beginning to look like the Finnish Society will be able to put something together for Scandapades after all. A group of Choir members have been practising and a few of our youngsters have also promised to perform.

At the general meeting held Dec. 11 at Ann Sahuri's it was decided that we would attempt to locate fellow countrymen that are confined to Senior Citizens' Homes, Nursing Homes and other institutions so that we could send them Finnish newspapers, magazines, books, etc. If you know of any such patients or happen to have some reading material you'd like to donate, please contact any member of the executive and we shall see what we can do to help.

At the same meeting the date for the Annual Meeting was set for Jan. 20 at 12 o'clock noon at the Scandinavian Centre. The early hour was necessary due to the fact that many members will most likely be involved in Scandapades practices later in the afternoon. Don't miss this important meeting. This is your opportunity to voice your opinion about club activities and to select the executive of your choice.

Happy New Year! □

(Continued from Page 5)

Norway—A Nation

the distant sound of the posthorn, and the postman arrived on skis with messages from relatives or friends. Every community and every valley had its own type of skis, and each farm has several pairs of skis. On Sundays, people went to church on their skis, and afterwards they often stayed to enjoy the fun of skiing down the hill on which the church traditionally was built.

BIRTH OF MODERN SKIING

Up to 1850, Norwegians used only a toe strap on their skis and one long pole which they used as a brake when skiing downhill. Then the people of Telemark introduced ski bindings, and now it became possible to do jumping as well as downhill skiing at great speed, and even turns and bends. "Slalom" was introduced. The man who invented ski bindings was Sondre Nordheim (1825 to 1897) from

NEWS FROM FINLAND

By Airi Langeste

Finland's 56th Independence Day was celebrated on Dec. 6. This time the official parade was held in Pori, with about 2500 army men taking part in the official state parade.

Because of the bitter cold weather in Finland in the early part of December, many parades and festivities had to be cancelled in the more northern cities.

President Kekkonen attended the Independence Day concert which was held at the Finlandia House where the host and hostess were Prime Minister and Mrs. Kalevi Sorsa.

Later in the evening the President and Mrs. Kekkonen held their usual reception, and received about 2300 guests at the newly renovated President's Palace.

The atomic power station being built in Loviisa, Finland, is going to cost much more than the original estimate of 550 million Finmarks. Building material, etc., and also wages are going up there-

fore today's estimate goes as high as 700 million marks, possibly even going up to 800 million. There is work for another two more years.

A bus and tank-truck head-on collision took the lives of 8 people and 24 others were injured, 2 of them critically. This happened on Nov. 17 on the highway between Hamina and Taavetti while the bus-load of people were on their way home from a Christmas party.

Slippery, winding roads were partly to blame for the accident.

Wooden power poles are being exported from Finland to Canada. The first lot of 13,000 are being shipped from Hamina to Nova Scotia. This sounds perhaps a little odd but the best Canadian poles come from the western part of Canada, which makes the cost of shipping them to Nova Scotia about the same as bringing them in by boat from Finland. □



Norway—where skiing began. Ski meet in 1862 at Grorud near Oslo. Drawing by R.F. Boll, photo from Norwegian National Tourist Office.

Morgedal in Telemark. He was an expert skier who could undertake the trickiest slalom runs and who could make jumps of up to 65 feet. His ski bindings were used for the first time at the historical ski jumping contest in 1866 at Høyalsmo in Telemark.

In 1868, Sondre Nordheim skied from Morgedal to Oslo, a distance of 115 miles, to demonstrate the sport of skiing to the people of the capital city of Norway. In commemoration of this feat, and to mark the fact that modern skiing was introduced through the invention of ski bindings, the Olympic Flame was lit in 1952 in the little log cabin at Øverbø in Morgedal, where Sondre Nordheim was born. From Morgedal, the Olympic Torch was carried by Norwegian skiers along the same route as Nordheim used in 1868 to Oslo, and the Olympic Fire was kept burning at the Olympic arena in Oslo for the duration of the games. When the Olympic Torch

for the Winter Olympic Games in USA in 1960 was carried by Norwegian skiers from Morgedal to Oslo and then flown by SAS across the North Pole to California on its way to Squaw Valley, this event neatly rounded off a century of modern skiing. Just as Norway is the Home of Skiing, Morgedal is the Cradle.

THE SPORT OF SKIING IS ORGANIZED

Military skiing competitions were held in Norway as early as 1767, but the world's first skiing competition for civilians was held in Tromsø in the "Land of the Midnight Sun" in 1843, and the world's first ski club was founded in 1861 under the name of the Trysil Shooting and Skiing Club. Many more ski clubs were started soon afterwards and it is known that about 4,000 Norwegians took part in skiing competitions as early as in 1881. In addition, many thousands were, of course, using their skis for work and pleasure.

In 1879, a big ski jumping contest was held at Huseby near Oslo, where 10,000 spectators, led by the King, cheered the ski pioneers from Telemark. The peasants from Telemark acted as instructors throughout Norway, and in 1881 they established the world's first ski school in Oslo.

The Ski Promotion Society was founded in Oslo in 1883. They organized the Huseby competition every year from 1883 on, but in 1892 it was transferred to Holmenkollen. This society exercised a great influence on the subsequent development of skiing. They organized ski exhibitions—although the first exhibition had been held in Kristiansand in 1862. They designed new skis; they presented skis to school children and, above all, they organized the Holmenkollen ski competition which is now the most famous winter sports event in the world. They also took the initiative in forming the Norwegian Ski Association in 1908, and this body was instrumental in founding the International Ski Association (FIS) in 1910.

SKI SPORT FOR EXPORT

Many Norwegians emigrated to the USA and Canada during the nineteenth century, and they made their own skis on the farms where they settled. Norwegian skiers were seen in action in Wisconsin in 1841. "Snowshoe" Thompson, who was born in Telemark in 1827, carried the mail across Sierra Nevada on his skis from 1856 on. The Telemark brothers—Mikkel and Torjus Hemmestveit—organized ski competitions in the Mid-Western states during the 'eighties. Norwegian gold diggers went to Alaska on skis in 1896. Norwegians founded the National Ski Association of America in 1904, and occupied leading positions on the board for many years.

Norwegians were the first ski pioneers in many other countries, too. Students from Norway skied in Germany as early as in 1854. They introduced skiing to Australia in 1855, to New Zealand in 1857. A Norwegian missionary skied in Africa in 1904. The sport of skiing won support everywhere, and Norwegian skis became an important export article throughout the world.

THE "SNOW WALKERS" WERE RECEIVED WITH MIXED FEELINGS

Many amusing tales could be told by the old Norwegians about the time when they first skied in a foreign country. They were often looked upon as goblins who were also "snow walkers". Some were believed to be "the devil himself", because only he could rush downhill like lightning, or soar through the air like a bird. There were instances when Norwegians were forbidden to construct ski jumping hills, because it was feared they were suicide traps. In some countries, the Norwegian skiers were called "circus artists", but in other countries they were feted like kings. However, the sport of skiing won support everywhere, and the Norwegian ski factories received scores of orders which poured in from many countries. The first ski factory with proper tools and machinery was opened in Oslo in 1886.

"SKI IS REALLY PRONOUNCED 'SHEE'!"

Norwegian skiers conquered the world and in their wake followed Norwegian instructors. Several Norwegian words became known internationally and today many of them are household words, used all over the world.

"Ski" is a word which is now incorporated in most languages.

(Continued on Page 9)

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NEW YEAR'S

Time for singing Auld Lang Syne,
Time to raise a toast
To New Year's joy and happiness
For those we like the most.
So here's to you and those you love,
And may your year contain
The best in life, the best of luck
Till it's time to toast again!

(Continued from Page 8)

Norway—A Nation

If it is to be pronounced in the Norwegian way, one should say "shee". "Slalom" is another ancient Norse word, made up of two syllables: "sla" means a slope and "Lom" means a trail. Today, slalom indicates a steep trail which leads through several gates. "Telemark" is the name of a method by which the skier terminates a downhill run by making an elegant turn and then brakes. This method was perfected in Telemark by the farmers of Morgedal between 1870 and 1880. "Christiania", or just "christi" is another turn which is executed with skis parallel. It requires good skiing technique and was instituted in 1901 as part of the skiing curriculum. The name is derived from the capital city of Norway, which was Christiania at that time, but has now been re-named Oslo.

POLAR EXPLORERS ON SKIS

The young scientist, Fridtjof Nansen, who was later to become world famous through his polar exploration and his humanitarian work for the League of Nations, was among the prizewinners in the Huseby ski jumping contest in 1881. He set out on his dangerous expedition across the icefields of Greenland in 1888. The book he wrote afterwards, translated into many languages, helped to increase enormously the interest in skiing and the use of skis. Between 1893 and 1896 he sailed in the "Fram" towards the North Pole. Locked in the pack-ice, he left the ship in 1895 together with Hjalmar Johnson and skied towards the Pole. They spent over 4 months on this trip and reached the point of 86 degrees and 14', when they had to return. The whole world followed the expedition with admiration.

Another Norwegian, Roald Amundsen, set out to reach the South Pole on skis in 1911. After a gruelling journey of 99 days he and his five companions planted the Norwegian flag on the southernmost point of the world. The famous English explorer, R.F. Scott, reached the South Pole about a month later, but died on the return journey.

THE "HOME" OF SKIING

The Press has dubbed Norway the "Home of Skiing" and they often write that "Norwegians are born with skis on". Without doubt, there is something in this. Nature herself has provided every facility for Norway to become a leading ski nation. With almost unflinching regularity, there is ample snow from Christmas until after Easter. The Norwegian mountain ranges provide ideal skiing terrain, particularly from February to April. Thousands of Norwegian and foreign vacationers make their way to the skiing grounds every winter for sport, relaxation and health. They regain strength and sunshine lost during the darkest and coldest period from October to December. All hotels and lodges are crowded with skiing buffs, and thousands of log cabins are filled with happy families, enjoying snow, sun and fun.

Look at a car or a yacht or a motorboat, and you will soon be able to judge the financial status of the owner! But if you look at the skis you will find outside the luxury hotels and compare them with the skis outside the most modest ski lodge or log cabin, you may be surprised to learn that the latter are probably just as expensive as the former. The answer is simple: Only the best is good enough for Norwegians when it comes to skis and skiing equipment. The sport of skiing is Royal—and it is democratic. In Norway, skiing is everyman's sport.

(Continued from Page 2)

Editor Saith

shortage. We can use our cars, less, especially on weekends. Let us not have to have the government pass legislation to prevent us from driving on week-ends—let us voluntarily do it ourselves.

We can also help the electricity shortage by simply using only the lights or electrical utensils which are absolutely necessary for our daily living. Turn out that light as you leave one room to go to another. Those with families, can make a fun game of it by seeing who can turn out the most lights not in absolute use. Why leave the TV or radio on when you're not actually watching or listening to it? Why run your car when you're not actually driving it? You don't leave your car lights on when you leave it because you know when you come back the battery will be dead, so why leave your car running when you leave it? This would diminish pollution also, and one day your filling station may not have enough gas for you nor your neighbors because we all have wasted more than we needed.

It reminds me of when I was in England during the Second World War. I was over there for 3 1/2 years and never saw the street lights on, never saw a roaring furnace, never saw an egg (only a duck egg once, the rest powdered), it was always cold and damp, hard to get much food and then stood in line for hours to get it. Others of you must have been in similar situations. I don't want to see that sort of thing in my own country simply because we are not sensible enough to conserve what we have, and use only what we absolutely need.

It's not good enough anymore to think that just because our neighbors or friends don't give a damn, that we shouldn't. We have to start caring somewhere, sometime—let's start right now!

In a lighter vein and with humbler feelings I want to express my sincere appreciation to all those who have helped make the Scandinavian Centre News the paper that it is.

I must thank the Board of Directors of the Scandinavian Centre which makes it possible in the first place to produce the paper. The directors underwrite the expenses not paid for by other means. They are to be commended for their foresight in making sure the paper

is carried on under all circumstances. It is truly a paper unique in its field—a paper serving the needs of all the five Scandinavian ethnic groups in a common language—English—and has done so for over 16 years. May the new directors in 1974 concur with their predecessors.

I also thank the advertisers who place ads in the paper. They help considerably in defraying the high cost of producing the paper. I hope they continue with us in the coming year and the years ahead.

It is always a pleasure for me to thank all those who send donations to the paper. Their money and letters of gratitude and well-wishes for the paper's continuance always touches me deeply. During the past four years we have averaged a record of \$1,000.00. I can never thank these people too much, for I know they truly appreciate the paper.

Of course, the paper would not be very much without those wonderful people we call "correspondents". They are truly the backbone of the Scandinavian Centre News, and without them the paper would be a very impersonal paper, indeed. They are the ones who give color and importance to the paper, they give us the news that everyone is interested in and want to read. I cannot thank them enough, for they do it for the love of their particular group and the paper, and devote their free time lavishly and competently. May they continue their good work throughout the coming year.

In the same light I wish to thank those who send in articles, poems or any other news, for they contribute something extra to the paper. We always welcome these items.

Finally, but with considerable importance, I wish to extend my thanks to the Government of Alberta, through the Department of Culture, Youth and Recreation, and directly to the Honorable Minister of that Department, Horst Schmid, who has provided monies to pay for an assistant to the editor of the Scandinavian Centre News for a limited period of time. This is the first time that such direct assistance has been proffered by any government to assist in the publication of the Scandinavian Centre News. You can realize with me how much this is appreciated. It takes time and money to do something well.

And so 1974 looks generally favorable for the Scandinavian Centre News. May I take this opportunity to wish all a Happy and Prosperous 1974.

(Continued from Page 3)

Norseman's Trail

there after all. The most important thing is, when developing a lighted trail system for night-skiing is that the area should be close by and easy to reach, which is the case there. Lighting of the trails will not be accomplished for this winter, but will be ready for the next winter season.

The trails we are making available for use this winter will be inside the "bowl" only, as this year we may or may not enter into the County of Strathcona on the way to Devon. The trails to be ready for use this winter go in a kind of circle—very much curved—around the whole "bowl". The distance is pretty hard to assess exactly because of the many bends and curves, but I would assume a skier would need an hour or so to ski the whole route in a lazy tempo. More skilled skiers can, of course, make two or more rounds, sometimes choosing opposite directions. We are also planning some extra-

smaller loops to be included.

To the greatest extent I have tried to keep the trails within treed, sheltered areas—although it caused a lot of hard work to clear out all dead-wood and under-brush. It serves many purposes, however. First of all, in the colder part of the winter the treed area is a sheltered and safer place in which to ski. Out in the open, skiers will soon feel how much colder and unpleasant it is. Secondly, the trails are easier to keep in shape as they are not exposed so much to drifting snow and the snow doesn't melt so easily in the spring. Thirdly, it is more enjoyable to ski among and between large trees, observe some of those giants of Canada's past, with tops broken, some downed, laying criss-cross and creating adventure, wilderness, quietness and beauty. I have made great efforts to curve and bring the trails as close as possible to some of those attractions—for instance, through stands of rare, large and tall birch trees. I would assume that "Eggum-Atomic's" new ski-factory in Norway would like to be there with chain-saws and get some excellent lumber for their skis. As will be known—short of hardwood—they are now treating birchwood with Gamma rays, making birchwood almost as hard and wear-resisting as steel.

In order to make the trail into as large a circle as possible—following the hills and the river—it became impossible to avoid a few short runs on the north and east side to be staked almost in the open. But where clusters of trees or bushes were available, they have been, and will be, used to the largest extent. The present trails are cut and cleared not very wide, but wide enough to make passing handy. There is, of course, a limit set by the City for cutting of trees, and this we shall

observe. Markers—red and blue ribbons—are in place and there should be no trouble seeing the trail. The trails are without any dangerous runs and if a steep hill is involved, an alternate route is cleared for use by unskilled skiers.

Terwilligar Park is at present snowmobiler's Eldorado, but I understand the City is planning to move them to another area next year. A few snowmobile runs in the treed hill on the south, south-west side of the "bowl", are the least desirable ones. This side is the one where lighted trails and runs for night-skiing will first be established next fall. There is, however, a possibility that the City will take under consideration banning snowmobiling on that side already this winter.

An ideal site for the first ski chalet is, with the City's approval, located on the south-west rim of the "bowl"; a kind of viewpoint but at the same time surrounded by nice trees. It will fit perfectly in with skiing traffic to and from Devon and also for those using the full circle-trail in the "Bowl".

There will be erected several trail-signs as well as road-access signs. But for those who want to try out some of the trails now—and I hope many will under these excellent snow conditions—it is fairly easy to reach the area. There is plenty of parking at the entrance bottom.

I understand that Torske Klubben, sometime in the middle of coming January, will arrange a kind of official opening of what we have of a trail system at that time, maybe include a miniature marathon competition. By inviting representatives from the news media, the City and the Provincial Government, some publicity could come of it. It is needed so people know where to do good, healthy skiing so close by.

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Kitchen Corner

We can't perk up the weather so let's perk up our meals with a few special desserts.

Ever tried this one? It's delicious.

BROKEN GLASS DESSERT

1 package each of lime, orange and strawberry jello
1 cup pineapple juice
1 envelope gelatin
1/4 cup cold water
2 1/4 cups Graham wafer crumbs
1/2 cup butter (melted)
1/2 cup brown sugar
1 cup whipping cream (or 1 pkg. Dream Whip)
1 tsp. vanilla
1/2 cup white sugar

Make up each flavor of Jello separately with 1 1/2 cups of water for each package. Put Jello into flat pans and set until firm. Cut into cubes.

Heat pineapple juice. Dissolve plain gelatin in cold water. Add to juice and cool.

Combine Graham crumbs, butter and brown sugar. Pat into 9 x 13" pan, saving 1/4 cup for topping.

Whip cream, add sugar and vanilla. Fold into pineapple mixture and Jello cubes. Place on Graham crust. Sprinkle top with remaining crumbs. Chill.

CHILLED PINEAPPLE LAYERS

2 tbsp. softened butter or margarine
3/4 cup confectioner's sugar
1 egg or 2 eggs yolks
1/2 cup heavy cream
1 cup drained crushed pineapple
1/4 cup broken walnuts
12 rolled graham crackers, rolled fine (1 cup crumbs)

Cream together softened butter or margarine and sugar, add egg, beating until smooth. Whip cream until stiff, add pineapple and walnuts. Place 1/3 cup crumbs, then first mixture, then crumbs, then whipped cream layer, then more crumbs. Chill several hours.

CHOCOLATE CUPS

Melt 1-6 oz. package of semi-sweet chocolate in top of double boiler. (Do not have water boiling in lower pan.) Spread chocolate over bottom and sides of paper cupcake cups with small spatula or back of spoon. Chill until chocolate is very firm. Pull off paper cups very carefully. Store in refrigerator until ready to fill. Fill cups with ice cream or cold custard, just before serving. Garnish with coconut, candied fruit or chopped nuts. Serves 6.

CARROT PUDDING

1 cup flour
1/2 tsp. soda
1 tsp. salt
1 tsp. cinnamon
1/8 tsp. nutmeg
1/2 tsp. allspice
1 cup brown sugar
1 cup grated carrots

1 cup grated potatoes
1 cup bread crumbs
1 cup raisins
1 cup currants
3/4 cup suet, finely chopped
2 tbsp. sour milk

Mix and sift dry ingredients. Add others in order given. Turn into well-greased moulds. Cover and steam 1 1/4 hrs. (steam large moulds for 3 hours).

LEMON SAUCE

FOR CARROT PUDDING

1/4 cup sugar
1 cup boiling water
1 tbsp. butter
1 tbsp. lemon juice
1 tbsp. cornstarch OR 2 tbsp. flour

Grated lemon rind
Mix sugar and flour. Add boiling water. Cook. Remove from heat and add butter, lemon juice and grated lemon rind.

SCANDINAVIAN RECIPES FOR JANUARY

THE GREAT NORWEGIAN BREAKFAST

8 small brioche (buns)
1 pkg. (9 oz.) frozen creamed spinach
6 eggs
1/2 cup sour cream
1 teaspoon salt
1/2 teaspoon ground pepper
3 tablespoons butter
1 can (3 3/4 oz.) Norway sardines, drained

Cut off tops of brioche and hollow them out. Heat in the oven while preparing egg and spinach fillings. Prepare creamed spinach according to package directions. Beat eggs with sour cream and seasonings. Melt butter in heavy skillet, pour in egg mixture and cook until just set. Eggs should be creamy and soft. Spoon eggs into hollows of four of the brioche and fill the remaining brioche with creamed spinach. Garnish with sardines and serve immediately. Makes 4 servings.

BERGEN BUNS

2 tablespoons each butter and flour
1 1/2 cups milk
1 teaspoon salt
1/4 teaspoon pepper
1 package (12 oz.) frozen chopped spinach, thawed and drained
2 large buns (4 halves) or English muffins
3 hard-cooked eggs, sliced
1 can (3 3/4 oz.) Norway sardines, drained

Melt butter over low heat. Add flour and blend. Add milk gradually, stirring constantly. When sauce has thickened, add salt, pepper and spinach. Toast buns and arrange egg slices on each, reserving a couple of slices for garnish. Spoon sauce over eggs and top with sardines. Garnish with egg slices. Makes 4 servings.

If you have a favorite recipe, especially a Scandinavian one, please send it to THE SCANDINAVIAN CENTRE NEWS, 216, 11802-124 St., Edmonton.

Beautiful Bunads

For the first time, a complete color photo collection of the unique and attractive folk bunads (costumes) of Norway is on display at the Sons of Norway Cultural Center Gallery, 1455 West Lake St., Minn., during the month of January.

Eighty photos will be exhibited together with detailed area maps of Norway showing where the various bunads originated, some of which date back to medieval times. The collection has been assembled by Heritage Productions, a service arm of Sons of Norway, the world's largest organization of North Americans of Norwegian descent.

With 90,000 members in the United States, Canada, and Norway, Sons of Norway conducts a wide range of cultural, educational and humanitarian programs, including scholarships through the S/N Foundation, and classes in language, rosemaling and Hardanger embroidery.

Sons of Norway is also the world's largest collector of cancelled stamps, for the benefit of handicapped Norwegian children.

The Bunad Display may be seen daily from 8 a.m. to 11 p.m. except Sunday, in the gallery on the second floor.

English Language Program

The Department of Extension will offer courses in English as a second language from January to April, 1974. Each course will meet twice a week in the evenings for two-hour sessions, making a total of 40 hours of instruction. Courses will start on January 28 and end on April 4. The fee per course is \$60, which includes text books.

Classes will be limited to 20 students. Instruction will be largely informal, each student having ample opportunity for participation and individual attention. Work on pronunciation and idiom drills will be done in a Language Laboratory.

TESTING

Tests to determine which level the student will benefit from most will be held on Wed., Jan. 16, at 7 p.m., on Sat., Jan. 19, at 9 a.m., and on Wed., Jan. 23, at 7 p.m. All tests will be held in Corbett Hall and will last for about two hours. A fee of \$3 is to be paid in Room 228 in Corbett Hall before the test is taken.

ADULT STUDENT CENTRE

The facilities of the Adult Student Centre in Corbett Hall are available to students. There, students can make use of books, recordings, tape decks for study and of its pleasant facilities for informal conversation.

(Continued from Page 2)

Honor Award

shall reprint a memorandum verbatim received by his beloved wife, Mrs. Ila Henrickson, four days after he passed away. With the permission of Mrs. Henrickson here is the Memorandum.

He was the kind of man who gave himself away. Many of us find this difficult and become so bound up in our own needs and conflicts that we cannot serve the needs of others. He was not like that. He continually gave

of himself to others.

This was shown in the service he rendered as a veteran of two world wars. He served overseas in the First World War in the army and with the RCAF in the second. It was shown also in his community. He was President of the Ritchie Home and School Association. His interests were widespread: He was active in the Icelandic Association. His parents came to Gimli, Man., and there his father died when he was only a year old. He was also very involved in the Union to which he belonged and one of his last long trips was to Kansas on Union business.

In thinking about him I could not but recollect the passage from the Sermon on the Mount. Matthew 6, verses 19-21:

"Lay not up for yourselves treasures upon earth, where moth and rust doth corrupt, and where thieves break through and steal. (20) But lay up for yourselves treasures in heaven, where neither moth nor rust doth corrupt, and where thieves do not break through nor steal: (21) For where your treasure is, there will your heart be also." Especially these words: "Where your treasure is, there will your heart be also."

His treasure was in his home and family. They were very important to him. This was true of his wife and children and how very much he enjoyed his grandchildren. His eyes would light up at the mention of them and when his eyes lit up the whole of him became alive.

His treasure was also in his faith. He would often say as he came out of church, "I like to come. It feels good." Like everything else about him his faith was warm and simple. He especially enjoyed the old hymns. They touched a chord for him. He was always young in heart and in no real sense was he old. He enjoyed people and loved to work at Gull Lake to get the camp ready.

The witness of his life should make each of us stop and ask ourselves two questions: Where is our Treasure? Is it in something lasting? His was.

I would remind you of the words of Jesus: "What shall it profit a man if he gain the whole world and lose his own soul?"

His was a treasure that will last as long as the memories of each of us here. It will last beyond that because we, who are Christians, believe that, when our hearts are given to Christ, we live on in the presence and in the enjoyment of God Himself. His is a treasure that lasts because his heart was in these things that please God. God grant ours to be the same.

(P.S. Your correspondent can think of no greater recognition in his honor or a man more deserving) Here, now, is a short biography of

JAKOB GUNNAR HENRICKSON

Jake was born on the 1st Jan. 1890 at 12:45 a.m. At the time of his birth his parents lived on Elgin St., Winnipeg, Man. His father passed away when he was one year old. He then lived with his aunt and uncle at Churchbridge, Man., until he was six years old. Then he returned to his mother in Winnipeg where he received his education at Pinkham School.

After finishing his Grade school education and having no opportunity to further his education he realized at that young age in his life he had to learn some trade. Jake decided to take up plumbing, after finishing his apprenticeship with Stephanson's Plumbing in Winnipeg, he

remained for several years till the First World War broke out.

Being dedicated to welfare of his fellow man and his country he enlisted in the Army and served with the Canadian Engineers, 1st Division, 3rd Battalion. He was immediately shipped overseas, landed at Liverpool on to London and then stationed in Sussex. After a short training period he was dispatched to Le Havre, France. From that time on he served whenever he was required on the European War Front.

For a short time after the Armistice he was a member of the occupational force and was discharged in July 1919. After being discharged he had to spend about three years recuperating from the effects of being gassed during the war. Jake then returned to his trade.

After a few years he heeded the call to "go west young man". As a result he came to Alberta. The first year here he worked as a pipe fitter in the Brule and Mountain Park mines. Then he came to Edmonton and continued in his trade.

In 1923 he met Miss Ila Fookey. Seven years later, in 1930, they were married. They were the proud parents of five wonderful daughters—Margaret Longmore of Toronto; Joan Chmelyk, Sherwood Park; Irene Drummond, Calgary; Eleanor Farrell, Edmonton; and Thelma Harvey, Sherwood Park. They also were very proud of their 16 grandchildren.

Jake also loved his mother very much and we are certain that he would want it mentioned here that his mother, Mrs. Asdis Henrickson, was the First Matron of the Bethel Old Folks Home in Gimli, Man., where she served for 28 years before passing away.

In 1940 he felt compelled to serve his country again—this time Jake enlisted with the R.C.A.F. However, the powers that be felt he could serve his country better at home and as a result, most of his time was spent in Eastern Canada.

As we mentioned at the outset, Jake was a very active man and served in any capacity that would contribute to the comfort of his fellow citizen. We shall briefly list them in the order we think he would prefer.

1. His Church. The Memorium which you have already read is self explanatory.

2. His dedication to the survival of the Icelandic Society. To exemplify this he served as President for five different years. They were 1954-'55-'57-'58 and '59. Jake was a man who loved everybody regardless of race or creed, but he also was very proud of his Icelandic Heritage and culture. He also had great faith and visions for the Scandinavian Centre, supporting it as a shareholder.

3. He was very active in the Ritchie home and school association for a number of years and served as President for two years.

4. He loved to sing. He sang in the Icelandic Choir, The McDonald Baptist Church Choir and the Welsh Choir. What a cultural contribution he made in this manner.

5. He served as President of the local 488 Union and while active in the Union he made five different trips for them in the capacity of a delegate. During the latter years with the Union he was also on the benevolent board.

6. We are repeating ourselves somewhat here but do feel it is worthy of mentioning again. His philosophy in life was to "do unto others as you would have others do unto you".

In 1963 Jake had to retire due to a serious heart attack, and on June 3, 1967, he passed away.

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TO THE SCANDINAVIAN CENTRE NEWS!

If you're like most people, the first question you'll ask is, "How do I get news about my organization into the newspaper?" And, like most people, you'll raise a skeptical eyebrow when the president of your group answers, "Just give the news to the newspaper." Well, the president has given you a good definition of your job, but like any other job, there's a right way and a wrong way to do it. This was written to help you be the best correspondent your group ever had.

WHAT IS THE NEWSPAPER?

The Scandinavian Centre News is published by The Scandinavian Centre to provide information about the Centre and its activities to its shareholders.

It provides them with announcements of events that are to take place and also the date of the Annual Shareholders' Meeting as well as the Annual Financial Report.

It also provides the individual Scandinavian groups a medium whereby they can give their members information and happenings of their meetings and events throughout the year without having to produce a paper, newsletter or such themselves.

It also helps to hold together, through The Scandinavian Centre itself, the five Scandinavian ethnic peoples, so that all may be informed of each others activities and information of which they, otherwise, may not be aware.

It is the hope that all and any information pertinent to the Scandinavian peoples is printed and presented in a way that is pleasing, informative and interesting to everyone.

The paper is subsidized by the Scandinavian Centre and there is no extra charge for the paper other than being a member of The Scandinavian Centre. However it is hoped that enough money from advertising may defray the full costs of producing the paper, which these days is quite expensive and up to now has not been the case. It would help if each correspondent would try to get one more ad each month from their business friends of the community in their respective group. Although normally, selling advertising is not a part of a correspondent's duties, there is no real selling staff like other newspapers, and the paper is put together entirely by the Managing Editor through the facilities of the Morris Publishing Co. with the help of another typist. Any help in getting material for the paper is most welcome.

A certain amount of revenue is received from donations of readers. The paper thanks these people who take the time to write an appreciative letter about how they like to receive the paper each month and enclose a little money to help it to continue. These persons are listed under the column, "Thank You For Your Donation", usually listed on Page 2.

The people who work on newspapers are no different from those who staff any other business, with the exception that they are more pressed for time than the majority. Most of them are engaged in writing, editing and printing in a few

hours enough material to fill the average 100,000-word novel. Keeping in mind the pressures under which newspaper people must work will make your job easier.

They deserve your respect, but not necessarily your awe; they will appreciate your brevity, but not your curtness. Because it is a profession where people on the outside often seem to think they know better how to do the job than those on the inside, newspaper people will appreciate your gaining an understanding of how they work and of the standards they must meet.

THE EDITOR . . . IS HE MAN OR BEAST?

Writers and motion picture producers for years have pictured editors as hard-drinking, cynical rulers of public opinion. You will be happy to know that the vast majority of them are persons just like yourself, with the same concern for their children and their community that most of you have. There is probably no other single person in town who knows more about what makes the community tick—past, present, and future—than the editor of your local newspaper. Nearly every significant act of every citizen from birth notice to obituary passes across his desk. He may be directing the activities of half a hundred newsgathering personnel in a large daily paper. Or, he may be the editor of a weekly paper engaged in collecting his own news, selling his own advertising and struggling under just as much pressure as his big city counterpart to get his 12-page paper off the press by the end of each month. Regardless of the size of the paper or the population of the community, the editor shares the same responsibilities to his readers and the public as his counterparts the country over.

He knows that the life blood of his paper is **NEWS** . . . let's face it, there has to be a reason why wastebaskets in newspaper offices are bigger than they are any place else . . . he makes only one decision about anything that is not **NEWS**. You'll find him an easy man to work for . . . if you follow the few simple rules suggested here.

WHY YOUR STORY MAY NOT BE USED!

When you hand a legitimate news story to an editor, he appreciates it. Because of the increasing complexity of reporting major developments on the local, national, and international scene, he is coming more and more to rely on the volunteer such as yourself for news, particularly of club and association activities.

That's all very nice, you say, but will he use all my stories?

Well, let's see what happens to your story when you hand it to the editor. First, he'll read it with a strict regard to whether it will be of interest to his readers.

If, for example, the Prime Minister of Canada is coming to town to talk to your organization, it would be safe to say that the editor will print the story.

On the other hand, if you give him the news that Mrs. Jones has been appointed second assistant secretary of your Committee on the Perpetuation of Con-

tract Bridge on Wednesday Afternoons, don't be disappointed if it doesn't get into the paper.

Chances are your story will fall somewhere in the middle of these extremes, and we'll assume that the editor decides it has enough news value to start it on its way to print. If poorly written, it will be held up while he rewrites it according to newspaper style.

Or, it may be rejected at this stage because you gave it to the editor too close to the time the paper must go to press, and another story of equal importance, but well-written and easily processed, got in under the wire and beat yours to the typesetter.

Your copy, as the story is called, or a version rewritten by the editor will then be checked for grammar, spelling, and excess wordage. He will then write a headline for the story and will assign it a position in the paper.

Your story runs the risk at any one of these stages of being rejected to make room in the paper for more important news. When this happens, your story may be "killed" and forgotten, or it may be "held" and will appear in a later edition of the paper.

By no means phone a story or advertisement in to the editor. There is too much room for error. If you want a story or ad in the paper, then it is only courteous for you to write it out and mail it or take it to the editor.

There are still other reasons why your story may not be used. We'll talk more about them later on.

BE A "COPY CAT"

It will surprise you how soon you will begin to develop a news sense, to know instinctively when a happening is news and when it isn't.

One of the best ways to develop this sense is to study your newspaper, notice the kind of stories used, which ones go on the front page, those used in the society and club columns, and the other pages.

Try to adopt a simple pattern for writing your stories. Imitation can aid you greatly in developing skill in presenting the facts with a minimum of effort and training. Follow the style and construction of articles that already have appeared in your paper.

It might be helpful to cut out examples of various types of stories from the paper and follow their pattern when a similar situation arises for which you must prepare a story.

TELL IT HONESTLY!

The ABC of writing a news story is to tell—who, why, what, when, where and how. After you have written your story, check it against the five w's and the h.

The editor wants all the facts and the necessary details, including the full names and addresses of local persons involved and any identifying titles they may have.

You naturally will want every story you give the editor to be as accurate and impartial as though it had been prepared by his own reporter.

In fact, when you give a story to an editor, you in effect become a member of his reporting staff. He can rely on you as a dependable and discriminating news source by publishing the material you prepare, or he can fire you as a reporter by tossing your material into the wastebasket.

Don't misinform him or make mistakes that may appear in print and reflect adversely on him and his newspaper—making him feel confidence in you is misplaced. He won't trust you a second time.

WRITE WHILE IT'S HOT

When it is physically possible, the editor will want the news no later than the 15th of each month. A happening or event that is old is generally no longer news, it is history—and most newspapers leave the writing of history to the historians.

Much of the time you can give your story to the editor before it happens. For example, you know well in advance that your group is going to conduct a banquet or hold an election of officers or sponsor some other similar activity. Always see to it that the editor has this information prior to the event.

If, for some reason, the event fails to take place it is your responsibility to notify the editor immediately. If he prints a story announcing a meeting at a certain place and a certain time, and the meeting did not take place, he is going to have some choice comment about the person who gave him the story.

YOU MAY BE A BLUE-RIBBON PENMAN, BUT . . .

If there is one thing the editors the country over have in common, it is an insistence on accuracy. Stories written in longhand invite errors. If it's impossible for you to type your story, print all names, and make certain your penmanship leaves no room for doubt in the editor's mind about the spelling of any word in the story.

By following these basic rules when preparing a news story, you will go far in building prestige for yourself in the mind of the editor:

1. Type it double spaced on one side only on 8 1/2" x 11" paper.
2. Leave ample (1 1/2") margins, both right and left.
3. At the upper left hand corner type your name, address and phone number. This will identify you as a news source, and the editor will have no trouble reaching you if he has any questions about the story.

KEEP IT CONCISE

Rising costs of turning out any newspaper make it imperative that

all stories be told in as few words as possible.

You will soon find that it's a lot more fun to see a brief item, giving all the essential information in print, than to contemplate that beautiful, long story that found its resting place in the wastebasket.

Avoid adjectives and the glowing tribute. If it takes more than a page to tell, better read the story over carefully and do a little editing of your own.

ADVERTISING OR NEWS?

An editor receives dozens, sometimes hundreds, of publicity stories, most of them labeled "news".

Many of these march briskly across his desk and into the wastebasket because he considers them an attempt to get a free ad that should have been bought and paid for. Stories extolling the advantages of certain commercial products, for example.

A brief examination of the subject matter of your story will tell you whether to take it to the editor or to the advertising department.

AVOID THE NEEDLE

It can be a temptation, when handing a story to the editor, to casually mention that brother John, a big advertiser, thought the editor would be deeply interested. If you succumb to this temptation, you won't be adding sunshine to the editor's day. Further, most papers draw a sharp line between the advertising and editorial departments.

Advertising pull will do little to influence an editor regarding the merits of a story. Chances are he'll react adversely to pressure of any kind.

NAMES, NAMES, NAMES

In each issue of a national news magazine, there appears over one column this comment: "Names make news. This week these names made this news."

People, other than wifekillers, marijuana purveyors and bad cheque writers, nearly always like to see their names in print.

(Continued on Page 12)

LISTEN TO . . .

THE SCANDINAVIAN HOUR

ON STATION CKUA, 4:20 p.m.

The January Schedule of Broadcasts

Sunday, January 6th and 20th

MR. L. L. MORRIS
Managing Editor
Scandinavian Centre News
216, 11802 - 124 Street
Edmonton, Alberta T5L 0M3

I would like to contribute \$..... towards the operation of the Scandinavian Centre News.

NAME DATE

ADDRESS

I do not wish to have my name used in the paper, kindly use the following pen name:

I now receive the paper from: ☐ Scandinavian Centre (Shareholder) ☐ Danish Society ☐ Finnish Society ☐ Icelandic Society ☐ Sons of Norway ☐ Vasa Lodge.

Let's Take A Look At Prejudice

THE NATURE OF PREJUDICE

What is prejudice? The word literally means "judging in advance" since it comes from the Latin *praejudicium*—*prae* meaning before, and *judicium* meaning judgment.

In other words, a prejudice is a preconceived opinion or attitude which is formed without due consideration of the facts. It differs from an attitude founded on science and knowledge, for in the case of a prejudice we make a judgment without the help of science or a rational process of thought.

WHEN PREJUDICE IS HARMFUL

Practically everyone has some prejudices. Not all may be harmful. For instance, we all have prejudices against certain foods which we may never have tasted but which we have made up our minds in advance we would dislike. Preconceived notions of this sort do no one any harm.

But when we make up our minds that we will not like certain people because they belong to a particular race or ethnic group, have a certain colour of skin or profess a particular religion, we are in the grip of a prejudice which hurts people. Another example of a harmful prejudice is that against women. This usually takes the form of limiting women's access to certain jobs, to promotions or to public office.

Prejudices such as these may have adverse effects not only on the people against whom they are directed, but on our own lives and on society in general. Many of us are unaware that we have prejudices. In fact, it may sometimes be easier to see them in others than in ourselves. Or if we are conscious that we have certain prejudices we may find it very difficult to rid ourselves of them.

A booklet entitled *The Main Types and Causes of Discrimination*, published by the United Nations, explains what is meant by the kind of prejudice we are concerned about in this study. "A social or group prejudice is a way of feeling, a bias of disposition consisting of a commonly shared attitude of hostility, contempt, or mistrust, or of devaluation of the members of a particular social group, because they happen to belong to that group."

Prejudice may be revealed not only in obvious hostility but may sometimes be disguised in the reverse form—overly solicitous, too anxious-to-please behaviour towards certain segments of the population, as for example, Negroes, immigrants or women.

Prejudice and discrimination reinforce each other according to the booklet just quoted. "Prejudice breeds discrimination yet the reverse relationship is also to be found, for discriminatory practices may breed prejudice, since they act, in a way, as a medium of indoctrination."

To digress for a moment here, we might explain in a general way the difference between the two terms, prejudice and discrimination. Prejudice, as we have seen, is an attitude of mind. Discrimination is an action that results from prejudice. This action usually takes the form of restrictions placed on certain groups in the fields of housing, employment, services and facilities. Overl acts of discrimination may be at least partially prevented or reduced by legislation but the elimination or reduction of prejudice must depend almost entirely on various educational methods.

GROUP STEREOTYPES

When prejudice is directed against people of a certain race, ethnic group, colour or religion, there is a tendency to lump together all members of a group and to think of them as types (stereotypes) rather than as individuals.

THE STEREOTYPED IMAGE

"When stereotypes exist," says Arnold M. Rose in a Unesco booklet, *The Roots of Prejudice*, "an individual is judged, not on the basis of his own characteristics, but on the basis of exaggerated and distorted beliefs regarding what are thought to be the characteristics of his group. All members of the group are falsely assumed to be alike, exceptions being ignored or their existence denied."

Thus some people have a stereotyped picture of Americans, Jews, Negroes, the English, Germans, Chinese and others. Such preconceived ideas may make it difficult to see a member of one of these groups as an individual. He may be disliked even before he is known for his personal qualities or for individual traits that could make him acceptable as a friend or fellow worker.

With a stereotyped picture of a group in our minds what we see in members of that group is determined in part by what we expect to see. If we believe, for example, that Italians are noisy, we shall have the tendency to notice those Italians who are indeed noisy. If we are in the presence of some who do not fit the stereotype, we may not even realize that they too are Italian. If someone points that fact out to us and says: "Look, those people are Italian and they are not noisy," we can always dismiss them as exceptions.

Another kind of generalization may arise when we have an unpleasant experience with an individual belonging to a particular group. The resulting feelings of aversion and hostility, which may or may not be justified, are sometimes irrationally generalized to include all the members of that group. Most of us have succumbed to the temptation at one time or another to generalize in this way from an isolated experience.

GROUPS MAY BE DISTINCTIVE

However, while recognizing the dangers of generalizing or developing stereotyped images, should we not also acknowledge that groups do have distinguishing characteristics which have come about due to environment, age-old traditions and other factors? Many Italians, for example, are very sociable and exuberant and this may make them seem noisy. Many Scottish are very careful about expenditures because they have had to be in rural Scotland where a living is only made through hard labour and strict economy. At the same time it is false to say that all Italians are noisy or all Scotchmen are parsimonious. Most of us have known individual Italians who are reserved and quiet, and Scottish people who are extremely generous. Variations are found among all peoples and each person has the right to be judged as an individual rather than a stereotype. At the same time, can we learn to accept, understand and appreciate the outlook and ways of acting that distinguish one group from another? Does it not add immeasurably to the interest and enjoyment of life to find variations among groups and individuals?

HOW WE ACQUIRE PREJUDICES

Scientists agree that no specific prejudice is inborn. But it is customary for man to identify himself in his early years with his own family and larger cultural group through opposition to other groups. In other words, he goes through education and experience that he gradually acquires a more universal outlook. Some people may never grow out of their early prejudices.

According to Arnold Rose in *The Roots of Prejudice*: "Parents teach prejudice to their children by their own behaviour, by their expressions of disgust, by forbidding certain associations, by their choice of observations, by their indications as to what is humorous or degrading, and so on."

Similarly children may learn prejudice from teachers and others with whom they come into contact. This does not necessarily mean that parents or teachers deliberately set out to make the children prejudiced. Very often people do not realize that they are setting an example which the children will readily imitate. And yet the way a teacher treats the Jewish children in her class is unconsciously adopted by children as the accepted form of behaviour.

There are also the extreme cases where parents, teachers and most members of a certain group set out deliberately to install prejudice in children against another group of a different race, colour or cultural background who live in the same area or country. This is a common practice in societies where there is segregation.

Even where there is no segregation, suspicions and false ideas that groups have of each other may be passed on from generation to generation and accepted without examination or even serious thought. In Canada, for instance, many English-speaking Canadians still retain a picture of French Canadians as the simple, rural people of colonial days that have been romanticized in folk song and literature, disregarding the industrialization and sophistication that have taken place. French-speaking Canadians, on their part, tend to think of English-speaking Canada as composed entirely of "the English" or Anglo-Saxons making no distinction among the varied origins of the British population (Irish, Scottish, Welsh as well as English) and ignoring the large influx of people of neither French nor British extraction. Another mental picture concerns Canadian Indians. Many people have become accustomed to consider this group in a somewhat lower category than themselves, incapable of rising above a certain occupational level.

Collective beliefs and prejudices such as these are often deeply ingrained and may be very difficult to eradicate. □

(Continued from Page 11)

So You've Been Elected

A person whose name appears in the paper in a complimentary way will buy, not one, but six copies.

Experience has taught editors that names, names, names help build circulation . . . and the greater the paper's circulation the higher its advertising rates and the greater the profits, some of which may become salary increases for editors.

So it's well worth all the effort

BULLETIN BOARD

Scandinavian Centre - 14220 - 125 Ave.

FOR BOOKINGS

Phone The Manager

Brian Hutchings

Office 455-4355

Res. 484-3445

**SONS OF NORWAY
INSTALLATION DINNER AND DANCE
Saturday, January 12th
Viking Room, Scandinavian Centre**

SOCIAL 6-7 P.M. — SUPPER 7 P.M. — DANCE 9 P.M.

Tickets — Members \$4.00 — Non members \$5.00

Junior Lodge members and children 12 yrs. and under \$2.00

**Please reserve tickets early by calling
455-5371; 476-5922; 425-8702, or any member of the board.**

that may be required to submit all the names of the guests or members or delegates or other people involved. Sometimes it isn't fitting to include full lists but if in doubt, do it.

WHAT ABOUT PICTURES?

The editor will usually depend on your organization to take its own photos. These could be a photo of a newly elected president, a pretty girl selling the mayor tickets to a charity ball or a presentation to the garden contest winner.

These pictures seldom occupy more than two columns. This is because space is always "tight" and costs must be considered.

Therefore, it is suggested that the principals in any photograph be as close together as possible, almost crowded. Also, if possible, unless it's not just a portrait, have the principals doing something, not just looking at the camera. This isn't always easy, but it can be done.

Most of the time, you'll find it to your advantage to call the editor and ask him if he wants a picture of your event. If it's exceptionally newsworthy he'll ask you to furnish one.

Always submit black and white, glossy prints.

Be sure to identify the people as they appear in the photograph from left to right. Type their full names on a slip of paper and paste or tape it to the back of the photo.

Don't type or write on the back of the photograph or attach anything with paper clips. These practices bend and damage the print and result in bad reproduction of the photo.

Usually the caption very briefly tells what the picture is about. Example: President of Centre gets award—Mrs. John Smith, left president of the Woman's Auxiliary, presenting Mayor Tom York with the organization's "Man of the Year" award at a banquet last night.

DON'T PLAY FAVORITES

To avoid possible misunderstandings, if you type original copies of the same story for other papers in your city, indicate on the page that the identical story has been given to the other papers. For example, type in at the top "Identical copy released to Times, Examiner and Daily News."

If however, you elect to do as some professional publicity men and write a special story about an identical subject for each paper, type in "Copy prepared for Scandinavian Centre News."

SUMMARY

In summary, here are some publicity don'ts to keep in mind when preparing a news story:

1. Don't try to disguise advertis-

ing as news. Nothing will get you in trouble with the editor faster than giving him a story that belongs in the advertising columns.

2. Don't color the facts. Superlatives, exaggerated claims, self promotion, opinion or personal comment do not belong in a news story unless the opinion or comment are news in themselves.

3. Don't pressure an editor by flaunting your advertising in his face.

4. Don't beg, plead, wheedle, or shed tears before the editor to get your story printed. If you have a good story, it will stand on its own merits.

5. Don't argue with the editor if your story isn't printed, and don't go over his head in an attempt to get your rejected story in print.

6. Don't send your material to the wrong man. Address the material to the editor by name, and better yet, when you have an important story deliver it to the editor in person. It will give him a chance to get quick answers on any questions he may have about the story.

7. Don't come rushing in with a routine story and hand it to the editor five minutes before his deadline. Routine material should be in his hands at least 15 days prior to the day of publication.

8. Don't send the editor a story and ask him to send you a clipping if he prints it. His concern is getting it into print. You should show enough interest in the story to watch and see if it's printed.

ANY QUESTIONS?

How can I find out the paper's deadline?

The 15th of each month is the deadline. Any item in after that is subject to being left out.

Will the newspaper return photographs?

Yes, if the request is made, but it's extra work for them and a nuisance.

Should I advise the paper ahead of time about a meeting or election or the like?

Always. The coming event may be a story in itself.

Why wasn't my story used?

There could be a dozen reasons, all of which were covered in detail in the preceding lines. But keep at it and study the stories that are used and chances are you'll find that your own batting average will go up steadily.

Does it help to know the editor personally? Should I invite him to social gatherings?

He is interested in your organization and likes to meet the people involved. It helps him to get a better picture of everything if he sees it for himself. But don't invite him to a social event without including his wife. □